

Consumer Acceptance Of Smart Grid

Electricity Advisory Committee

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Paper Objective

- End-Use Consumer Acceptance Of Smart Grid Critical To Infrastructure Investments Being Fully Realized
- While Utilities & Regulators Have Prime Role In Shaping SG, There Is Role For DOE As Facilitator & Educator
- Focus Of This Paper Is On Systems Installed Inside Homes & Businesses

Issues Experienced In Early Smart Grid Roll-Outs

- Initial Resistance By Some End-Use Consumer Groups To Smart Grid Installation
- Early Technology Roll-Outs Were Not Prepared For This Pushback
- Since These Initial Efforts, Lessons-Learned Can Be Applied To Subsequent Installations
- Timely For DOE To Help Gather & Share Key Lessons Learned

Consumer Acceptance Paper Topics

- Effective Outreach & Communication Strategies
- Health & Safety Issues
- Privacy & Cyber Security
- Regulatory Considerations
- Evaluation, Measurement & Verification
- Rate Design & Regulatory Obstacles
- SMUD Case Study

Conclusions & Recommendations For DOE

- As A Key Resource On SG Education & Outreach
- As A Convener Of Key Stakeholders
- As A Party To Match States & Regions With Most Applicable Materials/Resources
- As A Frammer Of Value Messages & Educational Materials Regarding Benefits Of SG
- As A Provider Of Balanced Educational Materials

Recommendations (Cont.)

- To Recognize The Need for Resource Materials In Next 3-5 Years That Will Have to Evolve
- As A Supporter Of Lead Work To Be Conducted By States, Regulators, Utilities and National Organizations Implementing SG
- To Help Identify Additional Areas Of Research & Study That Should Be Undertaken In SG